

Strategic Brand Analysis

The Problem:

Our clients' strategic business goal was for consumers to not only have preference for their brand over competitors but to actually love the brand. They needed to ensure they were measuring this KPI correctly and wanted to benchmark the position of their brand equity in the past, now and to monitor it moving forward. The business wanted to understand the key barriers the brand needed to work on to obtain their goal.

The Solution:

The client had been tracking consumers over a 12 month period. A number of key metrics were analysed to develop a Brand Adoption Hierarchy framework to benchmark the degree of customer engagement with the brand and its position. The Hierarchy formed the basis for determining what drives consumer engagement at each level.

The Result:

The Hierarchy provided a number of strategic benefits to the client. It created a structure to understanding what stage of customer engagement the brand may be losing customers and in particular aided in understanding the past to foster strong levels of customer loyalty and advocacy. This provides the team actionable outcomes in terms of specific strategic and tactical activities to focus on and improve on in order to optimise brand advocacy. Continually monitoring of these hierarchies allows the client to evaluate the effectiveness on a regular basis the specific strategic and tactical initiatives.

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